



Permit #F00029761-A

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00029761-A

Type of Permit: FILMING

Release Date: 07/21/2010

Production Company BELIEVE MEDIA INC

Producer Gary Ramona

Insured Company Name BELIEVE MEDIA INC

Director Rene Viallar Rios

Contact Phone No. 1 323-645-1000

1st AD N/A N/A

Contact Phone No. 2

Fax 323-645-1099

Production Manager Christian Tuttle

Address 1040 N LAS PALMAS, #10

FilmL.A. Coordinator Naomi Kajiyama

LOS ANGELES, California 90028

Production Title PNC BANK

Location Manager John West

Type of Production Commercial - Standard

Primary Phone Mobile - 818-974-7950

Secondary Phone Office - 323-645-1000

Location Assistant N/A N/A

Primary Phone Office - 000-000-0000

Secondary Phone

Fees

Posting 900 \$78.00

Total Permit Fee \$1,648.00

Notification Charge \$155.00

Number of Locations 1

FILMLA FILM PERMIT RIDER FEE \$100.00

LAUSD DEPOSIT \$500.00

LAUSD HALF DAY PARKING - ELEMENTARY SCHOOL \$635.00

FILMLA MONITOR FEES \$180.00



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Insured Company BELIEVE MEDIA INC
Production Title PNC BANK

Location Manager John West
Primary Phone Mobile - 818-974-7950
Secondary Phone Office - 323-645-1000

Location Address 1410 Abbot Kinney Blvd, Venice, CA, 90291

Location Type Loft

Film Dates 7/22/2010 - 7/22/2010 07:00 - 12:00

Open or Closed to the Public Closed

Generic Conditions Community Survey Obtained
FilmLA Monitor required at a minimum of four hours.
Must comply with attached conditions
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Please see attached documents Abbot Kinney, Venice July 2009.pdf
Venice Area January 2010.pdf

Equipment on Location	Type	Quantity	Personnel on Location	Type	Quantity
	5 or 10 ton trucks	2		Cast	5
	Cast/Crew vehicles	50		Crew	50
	Condors	2		FilmL.A. Monitor (s)	1
	Cube Trucks	8		Spot Check	1
	Generator	1			
	Motor Homes	2			
	Vans	3			

Filming Activities Interior Dialogue; FilmLA monitor required 0600-1200 hrs;

Jurisdiction **Political:** Los Angeles City - Council District 11

Police: Los Angeles Police Department

Fire: Los Angeles City

Thomas Guide **Page:** 671

Grid: H5

Approvals LOS ANGELES POLICE DEPARTMENT

Melissa Hernandez

Coordinator Note Rider A obtains LAUSD approval and community surveys; releases location; collects monitor, notification, LAUSD and posting fees

Parking

Base Camp
Location Type : LAUSD Property
Street : Westminster Elem Magnet School, 1010 W Abbot Kinney Blvd 0700-1200 hrs only (Spot check ok per Capt White)

Crew Parking

Location Type : LAUSD Property
Street : Westminster Elem Magnet School, 1010 W Abbot Kinney Blvd 0700-1200 hrs only (Spot check ok per Capt White)

Posting "No Parking" signs S/S Abbott Kinney Blvd., 150' East and 150' West of location (1410 Abbot Kinney Blvd)
N/S Cabrillo Ave., Navarre Crt - 200' East & 200' West

Approximate Footage 601 - 900

Log Number 693

Date(s) 7/22/2010 to 7/22/2010

Time(s) 07:00 to 13:00

SPECIAL FILMING CONDITIONS ABBOT KINNEY BOULEVARD AREA OF VENICE

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

The Abbot Kinney Boulevard area is a diverse, mixed-use community which includes Abbot Kinney Boulevard between Venice Boulevard and Main Street, and adjacent streets. The area is comprised of small shops, restaurants, single family homes, apartment buildings and artists lofts. The following conditions have been established to mitigate the concerns of local residents and merchants, and to provide for an equitable use of the area.

- **Affected residents/merchants/businesses within 500 ft. of any filming activity (including production equipment parking, cast/crew parking, or catering) must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted to FilmL.A. at least three (3) days in advance.*
- **Production companies must notify the Abbott Kinney District Association at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** The current contact for the Abbot Kinney District Association is Kim Michalowski kimmichalowski@yahoo.com (preferred method of contact); (310) 450-2607 or (310) 428- 9549.
- **Cast and crew may not park on area streets.** Off-street parking must be provided for personal vehicles.
- **Production equipment parking and the posting of "No Parking" signs should be kept to a minimum** in order to reduce any negative impact to the local merchants. Equipment parking on Abbot Kinney Boulevard will be limited to 150 feet during regular business hours (10:00a.m. to 5:00 p.m.) and may not block access to open shops and businesses. **Equipment may only be parked in front of businesses that indicate their approval using the FilmL.A. Filming Survey process, or in front of businesses that are clearly vacant or closed during the hours of activity.** Production companies may also request an additional 150 ft of posting on area side streets (excluding Santa Clara Avenue) for a total of 300 ft of posting within the area.
- **Friday, Weekend or holiday filming is generally not permitted** unless a Filming Survey is done of the affected business for the proposed activities on a FilmL.A.-authorized Filming Survey.
- **The use of City lots # 616, #617 and the lot on the corner of Santa Clara and Electric are not permitted.**
- **A FilmL.A. Monitor will be assigned to encourage compliance with the permit and conditions.** The Monitor will generally arrive at the designated location 1 hour prior to the permit start time to note proper arrival time and remain with the production company during all filming-related activities and ensure proper departure time.
- **Any variance to these guidelines must be discussed in detail with FilmL.A. prior to making plans to shoot in this area. FilmL.A. will take variances from these conditions into consideration on a case by case basis.**

SPECIAL FILMING CONDITIONS VENICE AREA

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

For purposes of these guidelines the Venice area is Santa Monica City limits to the north, Lincoln Boulevard to the East, Pacific Ocean to the west and Washington Boulevard to the South (including the Strand which is Pacific Avenue, Washington Boulevard, Via Marina, and the Pacific Ocean)

- **Affected residents and merchants must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted at least three (3) days in advance.*
- **Filming on holidays and weekends is generally not permitted,** especially during the summer. Exemptions may be granted on a case-by-case basis. Factors such as size of company, exact location and scope of intended filming, time of year, and anticipated impact on local parking will be considered when reviewing requests for such exemptions.
- **No vehicles shall be driven or parked on Ocean Front Walk between the hours of 10:00 a.m. and 7:00 p.m.** unless approved by The Department of Recreation and Parks.
- **Speedway shall not be used for parking of vehicles or equipment and must remain open to emergency vehicles.**
- **All vehicles and equipment (including private automobiles) associated with the production company shall be legally parked unless specific exemption is granted by the film permit.** No vehicles or equipment shall be permitted to park on Ocean Front Walk or the Venice Recreation Area property unless approved by The Department of Recreation and Parks. The use of private parking lots is strongly encouraged. Publicly owned parking lots in the area are managed by PCI parking and must be added to the filming permit and cleared with the appropriate agency.
- **Use of Los Angeles County beach parking lots have the following restrictions:**
 - **The Washington Boulevard lot is restricted to parking only between 7:00 a.m. and 10 p.m.** No community survey will be allowed for additional hours.
 - **Rose Avenue and Venice Boulevard lots require a community survey from affected residential buildings for any activity (parking or filming) prior to 7:00 a.m or after 10:00 p.m.**
- **Traffic control on all area streets shall be limited to a maximum of two (2) minutes.**
- **It is the responsibility of the production company to deploy sufficient police officers to ensure that traffic flow in the area is not unreasonably hindered.**
- **Additional Special Filming Conditions apply to filming on Washington Boulevard between Pacific Avenue and the Venice Pier, Abbot Kinney Boulevard, and Venice Beach.**